

**EXHIBIT 68**  
**REDACTED**

# Display Strategy Working Document

## August 2012

ATTORNEY CLIENT PRIVILEGED

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## GDN as an AdX Buyer

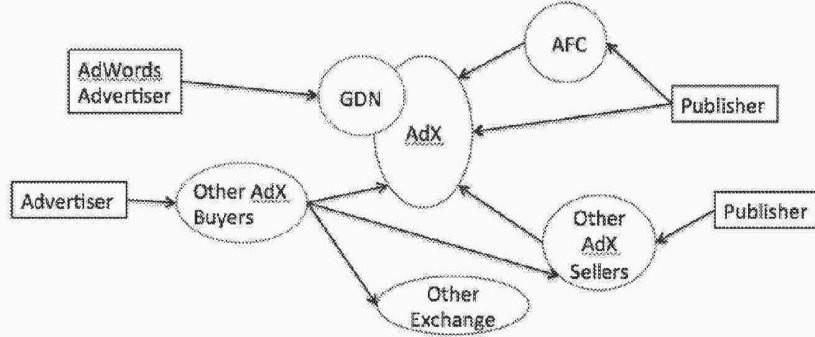
Clarifying Google's auction display strategy

### Problem Statement

Our auction media business went from this in the "Network" Era



to this in the "Exchange" Era:



And we have several problems with this new ecosystem: we're still operating with a 'network' mindset when we're now in an open 'exchange' environment. Specifically, the problems are as follows:

1. [REDACTED] : [REDACTED]
  - a. [REDACTED]
  - [REDACTED]
  - [REDACTED]
  - b. [REDACTED]
  - [REDACTED]

Term	Percentage (%)
Climate change	95
Global warming	92
Green energy	88
Sustainable development	85
Carbon footprint	82
Environmental protection	80
Recycling	78
Organic food	75

### **Proposed Solution, Impact, Risks**

The general theme here is one of separation, one of incentive alignment. AdX should really become the neutral platform; GDN should align purely with advertiser interests. There are 4 things we need to do:

- A horizontal bar chart illustrating the distribution of 1000 samples across 10 categories. The categories are labeled 1, 2, 3, 4, 5, 6, 7, 8, 9, and 10. Each category has a main bar representing the total sample count, which is subdivided into several smaller segments. Category 1 has the longest main bar, followed by category 2. Category 10 has the shortest main bar. Category 4 has a very short main bar. Category 3 has a very long main bar. Category 7 has a very long main bar. Category 5 has a very long main bar. Category 6 has a very long main bar. Category 8 has a very long main bar. Category 9 has a very long main bar.

Category	Sample Count
1	~950
2	~900
3	~850
4	~100
5	~850
6	~850
7	~850
8	~850
9	~850
10	~100

b.

b.

Term	Percentage
GMO	~85%
Organic	~95%
Natural	~90%
Non-GMO	~75%
Organic	~95%
Natural	~90%
Non-GMO	~75%
Organic	~95%
Natural	~90%
Non-GMO	~75%
Organic	~95%
Natural	~90%
Non-GMO	~75%